

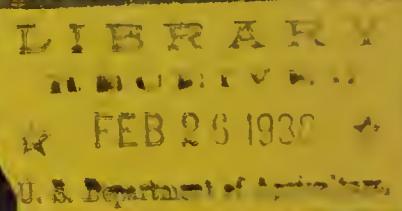
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WHOLESALE CATALOG - Spring - 1938

*Featuring The Greatest Assortment and
Largest Supply of Commercial Cut Flower Dahlias*

*Available In
The Country !!*



See Back
Pages for
Fast
Selling
Line of
Attract-
ively
Packaged
Bulbs and
Plants

WALTER J. GUILLE, INC.



HICKSVILLE, LONG ISLAND, NEW YORK

We Are Headquarters For The Finest Commercial Cut-Flower



DAHLIAS

We take pleasure in presenting our revised Dahlia list for 1938.

To maintain our position as the leading supplier we have added extensively to our list of the worthwhile newer varieties and have dropped some that are no longer in demand.

In continuing our policy of "the best at reasonable prices" we have again drastically reduced our quotations on many of the finer new kinds that are now available with us in larger supplies.

Our plantings, carefully watched throughout the growing season by experienced men, are as free from mixtures and diseased plants as is humanly possible to make them.

Our long list of repeat customers, from every dahlia using state in the nation, is ample evidence of our ability and desire to please. New buyers will find us just as anxious to serve them to their entire satisfaction.

Varieties underscored are especially recommended for those who grow for cut flowers.

The initials behind each variety stand for (I.D.) Informal Decorative; (F. D.) Formal Decorative; (C.) Cactus; (S. C.) Semi Cactus.

BAGDAD

	Each
Amelia Earhart (S. C.) A large shaggy cactus type with a color combination of apricot, buff and primrose	\$0.45
America's Sweetheart (I. D.) A large new clear yellow that can be grown to an enormous size. Strong stems.	1.00
Andrea Ericson. (I. D.) A large and shapely flower with long, curly petals of purest white. Can be grown from 9 to 12 inches under good cultural conditions25
Atlantic City. (F. D.) Amber-gold intensified with orange, salmon and hint of bronze. It is a most profuse and early bloomer flowering from mid-July until frost. Splendid for cutting.12
Avalon (I. D.) Beautiful clear yellow and the best of this color for commercial use. Fine form on long stems. Its one fault of somewhat weak stems can be controlled by careful disbudding.08
Bagdad (I. D.) Very large and beautiful flame red. An excellent variety for either commercial growers or garden planting.10
Ballego's Surprise. (S. C.) A fine new semi-cactus white from Holland. Formation is very similar to Frau O'Bracht but the flower is deeper and has more petals. This variety promises to be a valuable addition to the commercial list.75
Blue Jersey (F. D.) This is a true sport of Jerseys' Beauty and has all of the parent's fine qualities. Color is orchid lavender and since we introduced it to the trade a few years ago it has become a leader among commercial kinds.08

	Each
Buckeye Bride (F. D.) Geranium pink and soft salmon. Large flowers on long stems. Good clean flower. Flowers profusely all season.	\$0.25
Buckeye King (F. D.) Large amber yellow. Sturdy flower of fine form. Excellent grower.20
California Idol (I. D.) An enormous flower of clear yellow with perfect form. A great one for the garden and exhibition.75
Calvin Coolidge Jr. (F. D.) Rose pink with salmon shadings and gold tips. A delightful combination of colors. Large flower on tall, stiff stem.10
Cavalcade. (F. D.) A fine new addition to the commercial types. A beautiful shade of old rose. The stem and formation closely resembles Jerseys' Beauty with flowers much larger and several shades deeper in color. Excellent keeper and good root maker.35
Chautauqua Regal. (F. D.) Color is an unusually rich and brilliant cardinal red with the reverse of petals shaded ivory. This flower is very showy and carried on cane-like stems.25
Chautauqua Salute. (F. D.) The purest white of any dahlia we know of and a prolific bloomer. The flowers, which averages 7 and 8 in. across, literally cover the strong growing bush. Well worth a trial.25
Chautauqua Sunset. (F. D.) A very showy garden variety. Large flower of gold and coral. Strong stem.30
Chemar's Blue Gem. (Dec.) A very glowing bluish purple. Stems are straight and hold the large bloom erect. Strong grower and constant bloomer. Very attractive and unusual foliage.20

NOTE — YOU MAY DEDUCT 5% WHEN CASH ACCOMPANIES ORDER. SEE TERMS OF SALE PAGE 6

DAHLIAS—Continued

Each

Chemar's Eureka (F. D.) Medium size, flat flower that is excellent for make-up work. Color is white with shadings of lavender that vary with weather conditions. Tall, wiry stems and profuse flowerer. \$0.10

Cigarette (S. C.) This variety is fast becoming very popular with commercial growers. Large, full flowers of burnt orange with tips of creamy white. Long, strong stem.08

Countess of Lonsdale (C) In response to a persistent demand we have again added this old favorite to our list. A profuse blooming cactus variety. Flowers are a delightful salmon-rose shade.10

Dr. John Carman (F. D.) Very large, heavy flower. Color is a distinctive tyrian rose, with silver tips. Fine for cutting or in the garden.15

Dwight. W. Morrow (F. D.) One of the finest reds. It remains high in price because the roots increase slowly .. .40

Edna Ferber (S. C.) A most beautiful combination of coral pink and old gold with handsome foliage. Beautiful garden variety.15

Eliza Landon Sheppard. (I. D.) Rich, luminous orange-gold. Flower is extremely full but with long pointed bud-like center. Stems are long, rigidly stiff and well supplied with foliage.25

Elkridge (I. D.) A fine commercial white of graceful shape. Long, strong stems and a good grower.10

Elsie Burgess (Ball) An old time favorite. White base with lavender tips. Profuse bloomer and splendid keeper.06

Fort Monmouth (I. D.) Deep maroon with violet petal tips. A ranking favorite in this color.20

Fort Monmouth Lavender.. This is a lavender sport of the above variety.50

Frances La Rocco (F. D.) This is the most popular of the light yellow varieties. Good cutter and much used by commercial growers.07

Frances La Rocco Improved. This is a selection of the above variety that shows a marked superiority in color and other qualities.12

Frau O'Bracht (C) A real cactus of pure yellow with stems that leave nothing to be desired. A great favorite with all who grow it. Very good for cut flowers.30

Gallant Fox. A commercial red that is highly regarded by many growers. Medium size flowers of velvety red. Heavy stem. Good keeper.10

Gertrude Britton. (F. D.) A low growing spectrum red on perfect stem. Must be topped out early for good cut flowers. Highly recommended.15

Girl of Hillcrest. (I. D.) Bright apricot-buff. Flowers are not only large but have great depth and are held high aloft. It is a very prolific bloomer.25

Golden Eclipse (F. D.) Large, golden yellow on tall strong stems. Excellent cut flower variety. Good keeper.15

Goodnight. (I. D.) Deep ox-blood red that never fails to attract attention. Becoming exceedingly popular for cut flowers and garden use.25



James Kirby

Each

Hunt's Velvet Wonder (I. D.) A fine new purple variety that has size, form, color and every characteristic of a winner.50

Indiana Moon. (I. D.) A large flower of flesh ochre with a faint line of spinal pink. Good stems and perfect form. A garden favorite.25

Jack Rose (F. D.) An old commercial favorite. Real red of medium size.06

James Kirby (I. D.) A new large red that again brought top prices for cut blooms this past season. Fine form and good stem.25

Janet Southwick. (I. D.) A deep tyrian rose with a sheen overlay that makes it especially beautiful. Flowers are held facing up and well above foliage. A stocky, robust and prolific bloomer.25

Jane Cowl (I. D.) Still considered by many as the most beautiful of all Dahlias. Large, shaggy flower of coppery yellow. Fine tall grower.07

Jayseedee. (Ball) Violet-pink, penciled and striped with deep red. Free bloomer on long stems.15

Jean Kerr (F. D.) Still a very popular white. The flowers are small but many are produced on each plant. A good keeper and fine for floral work.06

J. J. Jefferson (F. D.) A recent Long Island introduction and many growers like it better than White King. A fine white of sturdy growth on good stems.15

Jerseys' Beacon (F. D.) Chinese red with lighter shadings on reverse side which give a beautiful two-toned effect. Large flower.07

Jerseys' Beauty (F. D.) This fine pink variety is still the most popular of all. We have the largest stock in the country of carefully rogued, selected tubers. Note our special quantity price. Per 1000, \$40.00.05

Jerseys' Glory (F. D.) Orange and Yellow. We recommend this variety as one of the best.15

Jerseys' Triumph (F. D.) Bright copper with salmon shadings. A fine cut flower and show variety.12



OMAR KHAYYAM—One of the Best For All Purposes

Each

Jim Moore (S. C.) A clear primrose yellow shading to gold, with tints and flushes of salmon. A joy to behold in the field, and a most profuse bloomer throughout the season. Insect resistant. Good cutter.	\$0.25
Josephine G. (I. D.) Bright rose pink and gold, tipped with yellow and gold. Prolific bloomer holding flower well above foliage.20
Kay Francis (S. C.) Clear, golden yellow without any shadings. The flowers are of medium size and the whole plant is attractive.60
Kemp's Violet Wonder (I. D.) A beautiful violet and the finest in this color. Very well regarded for all purposes	.25
Kemp's White Wonder (See White Wonder).10
Kentucky (F. D.) This beautiful orange sport of Jersey's Beauty, with all of the fine traits of the parent, ranks close to the top of the list of the leading commercial kinds and also belongs in every garden collection.08
Kentucky Red (I. D.) Bright, vivid shade of scarlet not seen in other varieties.25
Kiss Me (S. C.) A fine bi-color variety of white and red that has impressed many local growers and is now one of the leading cut flower varieties with those who grow for the market.10
Kiss Me-Purple (S. C.) A purple sport of the above variety that is well liked by all who see it.25
Le Toreador (F. D.) This is the leading commercial red variety in the low priced range. Medium size, flat flower of glowing deep red. Strong stem of medium length.07
Lord of Autumn (I. D.) Rich, golden yellow and for those who grow exhibition flowers this is a favorite. Enormous size.50

DAHLIAS—Continued

Each

Mable Goodacre (F. D.) A free blooming, sturdy growing Dahlia, producing large flowers of a beautiful shade of rose-pink.15
Margrave (I. D.) Brilliant scarlet, tipped and striped with gold. A very large flower on strong, stiff stems. Heavy foliage.	1.25
Marshall's Pink (F. D.) Large, globular flower of bright pink with silver sheen. Somewhat soft for early season commercial use but a beauty in the garden.08
Maude Adams (Show) Our southern customers still want this old favorite and we have again increased our stock. Profuse blooming variety with strong stems. The flowers, which are snow white with slight pink edging, are very useful for florist work.08
Miss Belgium (C) While this variety produces a small flower its unusual color—a striking bright orange—plus its stiff stem and fine keeping qualities, make it a valuable addition to any list.25
Monmouth Champion (F. D.) A very large orange scarlet and profuse bloomer on long, stiff stems. Makes a beautiful easily grown plant that seems immune to all insect troubles.08
Mrs. A. E. Wheeler (F. D.) This variety is rapidly supplanting Thos. Edison as the finest of the royal purple group. Not well known as yet but destined to be very popular.20
Mrs. Geo. LeBoutillier (I. D.) Rich, velvety carmine Giant flowers on strong stems. This looks like a good bet for a leader among commercial reds and we urge everyone to give it a trial.35
Mrs. I. de Ver Warner (F. D.) This is still the favorite orchid lavender variety. While the blooms are too soft for commercial use, it is a variety that should be in every Dahlia garden.08
Murphy's Masterpiece (I. D.) This is undoubtedly the largest and finest of all red Dahlias.75
Myra Howard (I. D.) Pure golden color with a sheen of rose. Large flower with straight, stiff stem. A real beauty.25
Nathan Hale (F. D.) We continue to receive very favorable reports from many customers all over the country to whom we have sold this variety. Coppery yellow and gold. A fine market variety.08
New Glory (S. C.) Ox-blood with white tips. Very handsome.20
New York Market (F. D.) A flat decorative with shadings of light lavender and with excellent keeping qualities that make it a fine flower for florists' use.15
Omar Khayyam (F. D.) We recommend this variety highly not only as a good one in the garden but also excellent for cutting. Color is Chinese red at base of petals which shades to orange at the tip. Fine, tall grower, free from insect attack; large flower and altogether one of the most satisfactory. Note our low price.10

We Are Glad To Help With YOUR Dahlia Problems—Feel Free to Write Us.

DAHLIAS—Continued

	Each
Oriental Beauty (I. D.) This is a true pink. A good sized flower on fine stem and very artistically formed. Petals gracefully curl and twist making the flower very attractive and desirable.	\$0.35
Pride of California (I. D.) An old crimson variety that is still well liked in many sections of the country.07
Prince of Persia (I. D.) Bright cardinal red and a real beauty. Flowers face well on long stems. Good grower.20
Queen of Gardens Beautiful (F. D.) Huge yellow and a good one for garden work.12
Red Jersey (F. D.) This is an excellent commercial red with the same habits of growth as Jersey's Beauty. Good form, color and stem. Now offered at a reasonable price for the first time.12
Robert E. Lee (S. C.) A very bright, real red. Medium size bushes which bear an abundance of flowers.20
Rockley Moon (F. D.) A large flower of exceedingly bright yellow with bronze tints at the center. Stems are like canes, foliage is good and bush tall.35
Roseata (F. D.) A beautiful amber color overlaid with old rose. This is an excellent market variety and is one of the finest keeping kinds now being grown. Won prizes at several of the leading Dahlia shows where this quality was a factor. We can highly recommend it.10
Rose Fallon (F. D.) Old gold with rosy bronze shadings. Immense flower on very tall plant.10
Sagamore (F. D.) Golden yellow and orange. Free bloomer and good shipper. Favorite with commercial men.08
Sagamore Gold (F. D.) A recent Long Island seedling that looks very good and has many fine qualities. It is larger and more brilliant than Sagamore. Deep orange color with golden caste.10
Sagamore Perfection (I. D.) Apricot with yellow blending. A variety with many fine qualities.15
Salmon Supreme (F. D.) Salmon orange with shades of pink. Large blooms held well above foliage.10
Satan (S. C.) One of the most prominent of the newer introductions. Enormous shaggy flower of flame red with gold center. Tall strong plants.25
Star of Bethlehem (S. C.) A large, pure white cactus that commands favorable attention wherever shown.20
Sultan of Hillcrest (F. D.) Of unique form with petals recurring to the stem which attracts one's attention. Huge blooms of lemon yellow with reverse of rosy pink on fine stems. Well recommended as a commercial possibility and of proven value for the garden.35
Supt. Amerthyn (Ball) Large lavender pink. Fine blooms on long, strong stems. Very showy in any garden and a good cutter.50
Supreme King (F. D.) Habits and type of growth similar to Jersey's Beacon. Color is American beauty red with silver rim.15



WHITE KING—The Leading Commercial White

	Each
Teddy Johnson (F. D.) Every florist who saw this variety in our fields this summer wanted it. The flowers, 3 inches in diameter, are white with pink and lavender shadings and are borne on strong, wiry stems, which make them ideal for florist's use. The plants are profusely covered with flowers the whole season.25
The World (F. D.) Purple with silver on reverse of petals. Dwarf grower but desirable for unusual color combination.15
Thomas Edison (F. D.) A grand and striking variety of deep royal purple. Deservedly very popular.20
Treasure Island (F. D.) Huge flowers of a beautiful apricot and salmon-gold combination. Very fine.20
Trentonian (F. D.) Old gold, amber and bronze. A very tall grower with large flowers held high above foliage.10
Valentino (F. D.) Salmon pink, shading to cream at the center. An early and prolific bloomer. Long, stiff stems.15
White Duchess (I. D.) A bold white flower of large size and full, high center. Petals are broad and waved giving flower a very graceful appearance. A good grower on strong and erect stems.15
White King (F. D.) This is the leading pure white with commercial growers. The flowers are of perfect form and the right size for cut flower use. We have distributed it widely and hear nothing but favorable reports. Note reduced price.08
White Wonder (I. D.) A large recent introduction that is a beauty for the garden. Pure white, large flower and perfect form.15

Note Our Special Price on **Omzar Khayyam**—A Fine Variety For All Purposes.

POMPON DAHLIAS

There is a keen interest in the dainty Pompon varieties. Florists are appreciating their value in basket and make-up work and Dahlia lovers want them in their gardens. We are offering outstanding varieties in each of the leading colors and combinations and all at popular prices.



On Page 14 We offer An Attractively Packed Collection of 6 Leading Pompon Varieties. This is a Good Item for Every Storekeeper To Feature.

	Each
<u>Amber Queen</u> 2 in. Clear amber color	\$.08
<u>Belle of Springfield</u> .. 1 1/4 in. Strawberry red10
<u>Bobby</u> 2 1/4 in. Combination of wine and purple red10
<u>Bronze Beauty</u> Bronze. Self color and a real good one08
<u>Catherine</u> 2 1/2 in. Clear yellow. Good cutter.08
<u>Edith Mueller</u> 1 1/4 in. A new variety that is a perfect beauty. A two-toned effect is obtained from the salmon red front side of the petals and the gold color of the backs.08
<u>Fairy Queen</u> Yellow with Coral Edge08
<u>Fascination</u> 2 1/4 in. Lavender Pink08
<u>Indian Chief</u> 2 in. Wine red with white tips08
<u>Iolanthe</u> Bright Salmon10
<u>Joe Fette</u> Best small white10
<u>Jonkheer Van Citters</u> Yellow with Orange Tips10
<u>Lavender Gem</u> 2 in. Clear Lavender12
<u>Lolita</u> Golden Yellow and Red12
<u>Mary Munns</u> Fuchsia Red12
<u>Nerissa</u> Finest Pink15
<u>Rosa Wilmot</u> Deep Rose Pink15
<u>Roodhouth</u> 1 1/4 in. Crimson Red08
<u>Snowclad</u> 2 in. Pure White08
<u>Stoltz Von Berlin</u> Clear Pink12
<u>Sunshine</u> Yellow08
<u>Titian</u> Fine Fiery Red. Possibly best of this color12
<u>Yellow Gem</u> Creamy Yellow10

MINIATURE DAHLIAS

In response to a pronounced demand we are rapidly expanding our list of Miniatures and are developing stocks of several new foreign and domestic varieties that will be ready next season. In the meantime we are offering the following list of popular favorites.

We are sure that there is a bright future for these Miniature types for they can be used in many places where the larger forms are not practical.

EACH	EACH
<u>Baby Royal</u> (Miniature) A leading variety in the small flower class. Attractive combination of salmon, apricot, and yellow. Free flowering	\$.15
<u>Bishop of Llandaff</u> . An unusual attractive flower. Petals are bright scarlet with a center of deep garnet. Foliage is lacy of reddish bronze color. Very popular as a cut flower.25
<u>Cactidec</u> (Min.) A beautiful miniature variety with flowers 3" and under. Very unusual in that the outer petals, which are deep pink, are true cactus while the center petals, pure white, are decorative.25
<u>Orchid Lady</u> . Bright violet rose or light lilac. Produces flowers in great profusion. Long stiff stems, holding flowers at just the right angle making them valuable as a cut flower.25
<u>Paddy</u> . Color, flesh ground, heavily suffused deep rose pink. Bushes are literally covered with blooms from early season until frost.	\$.15
<u>Skippy</u> . An attractive little white flower tipped with crimson carmine and rose shadings. Long erect stems and profuse bloomer.15
<u>Tricolor</u> . Similar in every way to Skippy except that the color is yellow tipped and shaded cardinal with yellow petaloids.15
<u>Red Head</u> . Pleasing in appearance and fine keeper. Scarlet orange, with blooms facing up on nice stems.50

TERMS AND CONDITIONS OF SALE

This is a wholesale catalog and intended for trade buyers as we do no retail business. This list cancels all previous quotations. Prices as quoted are f. o. b. Hicksville and include packing. Terms are less 5% for cash with order or net 60 days, less 2% in ten days, on approved credit.

Less than 25 bulbs sold at the dozen rate, from 25 to 249 at the 100 rate, 250 and more at the 1000 rate.

Non-Warranty

Although we exercise the greatest care and precaution in sending out only such stock as should perform entirely satisfactory, we nevertheless give no guarantee, expressed or implied, as to the quality, description or productiveness of any bulbs or roots we send out and will in no way be responsible for the crop. If the purchaser does not accept our bulbs or roots under these conditions, they are at once to be returned. No claims whatever will be allowed unless reported to us within 48 hours after the merchandise is received.

HARDY LILIES

These aristocrats of the Summer garden are within the reach of everyone's purse. Every florist should plant them and every store-keeper should feature them. They add a dignified beauty to any garden setting that cannot be attained with other subjects.

LILIMUM AURATUM (Goldband)

A tall, noble Lily, growing 4 to 6 feet high. Its huge flowers are white with red spots and a golden rib down the center of each petal.

7- 9 in., 250 bulbs to case.....	\$1.00 per doz., \$7.00 per 100, \$15.00 per case
8- 9 in., 180 bulbs to case.....	1.35 per doz., 9.00 per 100, 15.00 per case
9-11 in., 125 bulbs to case.....	2.10 per doz., 14.00 per 100, 15.00 per case

LILIMUM HENRYI

A very tall, robust grower bearing yellow flowers with lighter stamens.

7- 9 in., 250 bulbs to case.....	\$1.25 per doz., \$8.00 per 100, \$16.00 per case
8-10 in., 180 bulbs to case.....	1.80 per doz., 12.00 per 100, 17.00 per case
9-11 in., 125 bulbs to case.....	2.10 per doz., 14.00 per 100, 16.00 per case

LILIMUM PHILIPPINENSE

We are offering the late summer flowering type of this fine Lily. Large trumpet shaped flowers of white with slight markings. Tall stem and graceful foliage.

5-6 in.	per doz., \$1.25; per 100, \$8.00; per 1000, \$70.00
6-7 in.	per doz., 1.65; per 100, 13.00; per 1000, 120.00

LILIMUM REGALE

Not only is this one of the most beautiful of all Hardy Lilies, but it has the additional important quality of seemingly adapting itself to many different locations and doing uniformly well. It will thrive and produce splendidly in any ordinary garden location. It is a white trumpet Lily with markings of pink, yellow and light brown, extremely fragrant and flowers in June.

6-8 in.	\$.90	\$ 6.00	\$ 50.00
7-9 in.	\$1.10	7.50	65.00
8-10 in.	1.50	10.50	95.00
10 in. up	2.25	16.00	150.00

LILIMUM RUBRUM

A Japanese Lily, growing 3—4 feet high with large open flowers of carmine pink with crimson spots.

7- 9 in., 250 bulbs to case	\$1.10 per doz., \$7.50 per 100, \$16.00 per case
8- 9 in., 200 bulbs to case	1.35 per doz., 9.00 per 100, 16.00 per case
9-11 in., 140 bulbs to case	2.10 per doz., 14.00 per 100, 16.00 per case
11-13 in., 90 bulbs to case	2.75 per doz., 17.50 per 100, 16.00 per case

LILIMUM TIGRINUM—Single (Tiger Lily)

Orange yellow with black spots. A great favorite that gives splendid results, without much coddling, and quickly increases into large clumps or colonies in the hardy border. 90c. per doz., \$6.50 per 100, \$60.00 per 1000.



LILIMUM AURATUM



W.
G.I

LILIMUM RUBRUM

LILY-OF-THE-VALLEY

NEW CROP PIPS

This season's crop is again a very short one and unquestionably a shortage will exist before the season ends. We suggest you make reservations for your year's supply at once and we will ship as required.

FINEST QUALITY LUBECK PIPS

This is the finest quality that is available. All selected pips with long, fibrous roots that produce the choicest quality of flower spikes.

Per case of 250	\$13.00
Per case of 500	25.00
Per case of 1000	45.00
Per case of 2500	110.00

HAMBURG PIPS

This is a good forcing grade for competitive trade and for counter sales.

Per case of 250	\$10.00
Per case of 500	18.00
Per case of 1000	35.00
Per case of 2500	85.00

LILY-OF-THE-VALLEY

STOREKEEPERS! Don't Fail To Order Liberally of Dahlia Packages. See Back Cover.

GLADIOLUS

Finest Quality Long Island Grown



PICARDY

PICARDY—The Finest of All

Beautiful coral pink. Tall, handsome spikes of large flowers with perfect formation.

This season we again have a fine stock of this most popular of all Gladiolus. The bulbs are grown by us and are healthy and 100% free from mixtures. The price has again been reduced and this makes Picardy available at a price that will permit of extensive plantings. Even the smaller size bulbs, when properly spaced and cared for, will produce fine flower spikes.

	Doz.	100	1000
1st Size 1½ inches and over	\$0.30	\$2.00	\$15.00
2nd Size 1¼ to 1½ in.25	1.75	12.00
3rd Size 1 to 1¼ in.20	1.10	9.00
4th Size ¾ to 1 in.15	1.00	7.00

SPECIAL! Oversize Bulbs of Picardy

We have a limited stock of selected large bulbs, many of which measure up to three inches in diameter. Each bulb will produce two and three spikes of exhibition flowers.

Per Doz. \$35; Per 100, \$2.50; Per 1000, \$20.00.

BULBLETS OF PICARDY

This variety is a rapid grower from bulblets and when properly spaced gives many flowers and produces large bulbs.

Per Peck \$3.00; Per Bushel \$10.00

WE CAN QUOTE TO ADVANTAGE ON SECOND AND SMALLER SIZES. ASK FOR PRICES.

With the introduction of the finer new varieties that have been added to the list in the last few years the demand for gladiolus bulbs is undergoing a keen revival. The thrip menace has been brought under control and we can pledge that our stock is as free from this pest as it is possible to obtain. We urge all users to revise their planting lists and to make liberal use of the newer kinds which are now within the price reach of all.

	Doz.	100	1000
AFLAME. Immense flower on extra tall stem. Bright, orange - flame color.	\$.30	\$2.10	\$18.00
ALBANIA. A good commercial white that is a favorite for cutting.30	2.00	16.00
ALBATROSS. One of the new fine whites. Tall stiff stem. Very good.	.60	4.00	30.00
APRICOT GLOW. Early flowering tall apricot.30	2.00	15.00
BAGDAD. Smokey old rose. Unusual shade. Tall straight spike with many blooms open together.35	2.40	20.00
BERTY SNOW. Ranks next to Minuet as the best lavender for commercial use. Large, well-formed spike.30	2.10	18.00
BETTY CO-ED. Unusually attractive blending of cream and pink. Small but very beautiful.35	2.40	30.00
BETTY NUTHALL. Vivid salmon-orange shading to yellow at the throat and having a carmine margin. Tall spike bearing about twenty or more buds with many open together. A very showy variety.30	2.00	15.00
BREAK O'DAY. Very early La France pink. Very showy and useful commercial kind.30	2.00	15.00
BYRON L. SMITH. Lavender, oddly blended with blue, yellow and white. A very striking and beautiful color combination.30	2.10	18.00
CARMEN SYLVA. This looks like the best bet for a commercial white. Has light pink markings under certain weather conditions. We recommend it.30	2.10	18.00
CHATEAU THIERRY. Orange red with dark throat splotch. Very attractive.35	2.40	20.00
CHICAGO WHITE. Popular white variety with small lavender blotch on lower petal.30	2.00	15.00
COMMANDER KOEHL. Possibly the finest of the deep reds.60	4.00	30.00
CRIMSON GLOW. Bright crimson. Tall, strong grower with well placed florets.30	2.00	15.00
DR. F. E. BENNETT. This is the accepted commercial leader among red varieties. Heavy, well shaped spike with many open at the same time. Large, brilliant scarlet. Extra fine.30	2.10	18.00
DR. NELSON SHOOK. Thick, heavy spike of deep, tyrian rose.35	2.40	20.00
FLAMING SWORD. Large flame red with long stem. Well placed flowers.	.30	2.00	15.00
GIANT NYMPH. Many growers appreciate the beauty and other qualities of this Gladiolus, which today ranks as one of the most popular of all commercial kinds. Color is clear pink with creamy yellow throat.30	2.00	15.00

GLADIOLUS—Continued

	Doz.	100	1000
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GLORIANA. Golden salmon with yellow throat. Fine tall grower. We recommend it as one of the best.30	\$2.00	\$16.00
GOLD EAGLE. Very early deep yellow.25	1.75	12.00
GOLDEN DREAM. Extremely tall yellow and one of the best available in this shade.30	2.00	14.00
HELGA. Tall, vigorous growing. Salmon pink. Highly regarded by commercial growers.30	2.00	15.00
LOS ANGELES. Bright pink with small orange carmine markings in throat. Probably the most popular of the light pink varieties.30	2.00	15.00
MAID OF ORLEANS. This variety has now been accepted as the leading pure white. Large flowers, perfect placement and good stems make it a winner.65	4.50	37.50
MAMMOTH WHITE. Huge pure white with well placed flowers of fine form.50	3.00	25.00
MARGARET FULTON. Beautiful rose pink and the leading commercial variety in this color.40	2.75	22.50
MINUET. This new, light lavender variety has at once been accepted as a very welcome addition to the florists list. Large, well-shaped florets, on tall, strong spike. Especially beautiful when forced. Everyone should have it.50	3.00	25.00
MRS. CUTHBERTSON. Cherry blossom pink with white throat. Many perfectly shaped flowers open together. Heavy spike.60	4.00	30.00
MRS. F. PENDLETON. This variety still ranks as one of the most popular. Rose pink with blood red blotch on lower petals. Fine cutter and shipper and altogether one of the finest.30	2.00	15.00
MRS. FRANCIS KING. Flame scarlet, tall, straight stems. Still in demand commercially as one of the best reds.30	2.00	15.00
MRS. LEON DOUGLAS. Exceptionally strong grower having wide leaves and heavy spikes and flowers. Watermelon pink with specks of crimson. Somewhat soft but otherwise very good.35	2.50	20.00
MRS. W. H. PHIPPS. Large, fine salmon pink and a really beautiful variety. For garden work, it makes an exhibition flower that is hard to beat.35	2.50	20.00
ORANGE QUEEN. Orange yellow. Very easy to force and one of the earliest when planted outdoors. Small, individual florets with hood.30	2.00	15.00
ORANGE WONDER. This is perhaps the best of the orange shades	.40	2.75	22.50
PEACE. Large, tall white with purple throat. Very late.30	2.00	15.00
PFITZER'S TRIUMPH. Large, wide orange scarlet flowers which open flat against a tall spike. The individual flowers measure 6 in. across. Very fine.30	2.10	18.00
PELEGRIINA. Very handsome deep blue and the best of this color.	.50	3.00	26.00
PICARDY. SEE FEATURE LISTING ON OPPOSITE PAGE.			
RAMASSES. Immense maroon-purple, heavily waved and ruffled.	.60	4.00	30.00
SOUVENIR. Because there is no other acceptable true yellow variety, "Souvenir" continues very popular. Small individual flowers well spaced on tall, straight spike and a true yellow. Flowers invariably command a good price.25	1.50	12.00
SUNGOD. A fine new early yellow. Good flower arrangement on stiff stem.60	4.00	30.00
VIRGINIA. Intense scarlet noted for its earliness and large open flowers which face one way. The pleasing shade and shape of this variety makes it one of the most popular. Dwarf grower.30	2.00	14.00
WASAGA. A combination of apricot yellow and pink with ruffles on petal edges. Very good60	4.00	30.00



Bagdad



Minuet

Gladiolus Mixtures

FEATURE MIXTURE. Contains only the large flowering types in the better varieties. Wide range of color. Top size.30	2.00	15.00
Second size	.25	1.75	12.00
STANDARD MIXTURE. A well balanced assortment of colors is represented in this fine mixture. Top size20	1.50	12.00
Second size	.15	1.00	8.00
PRIMULINUS MIXTURE. Made up solely in the dainty hooded types. A carnival of color at a low price. Top size20	1.50	12.00
Second Size	.15	1.20	10.00
OVERSIZE MIXTURE. Mammoth bulbs measuring two to three inches. Make a fine counter display.30	2.10	18.00

SEE PAGE 15 FOR GLADIOLUS IN CELLOPHANE BAGS — THE IDEAL RETAIL SALES METHOD.

AMARYLLIS—Giant Hybrids

No other bulbous subject offers such an opportunity for the development of increased sales and satisfied customers as these Hybrid Amaryllis. For years we have aided in their development and have started many concerns selling them — and we never get an unfavorable report.

For house culture the ease with which they can be flowered makes them the outstanding subject for this purpose and they also make a beautiful pot plant for florist use. Large display card with every order. Every storekeeper should feature them.

Giant Hybrids—In Mixed Colors

Ranging from pure white through the various pink shades to deep red.

	Doz.	100	1000		Doz.	100	1000
2½ to 3 in.....	\$2.00	\$12.50	\$120.00	3½ to 4 in.....	\$3.20	\$20.00	\$185.00
3 to 3½ in.....	2.40	15.00	140.00	4 in. and up.....	4.50	28.00	250.00

Amaryllis Halli (Lycoris Squamigera)

The bulb produces its foliage in spring which is followed by a tall lavender spike or beautiful flowers in midsummer. It is perfectly hardy and a splendid permanent subject for summer flowering in northern gardens. Each \$1.00; per doz. \$10.00

ANEMONES

Florists can plant these bulbs in early Spring with marked success, and they do remarkably well outdoors in many sections of the country.

De Caen. Large single form. Many colors.

	Doz.	100	1000
1 yr. bulbs	\$0.30	\$1.80	\$15.00
2 yr. bulbs50	3.00	25.00

St. Brigid. Semi-double. Large and full.

1 yr. bulbs	\$0.50	\$3.00	\$24.00
2 yr. bulbs65	4.00	35.00

CANNAS

Cannas are the showiest of all Summer bedding plants and as a result are always in demand and are among the leading sellers for storekeepers. Our roots are strong clumps, 2 to 3-eye divisions. Display cards for leading kinds.

	Doz.	100	1000
Candelabra. Orange scarlet	\$.60	\$4.25	\$35.00
City of Portland. Glowing pink70	4.75	40.00
Crimson Bedder. Deep crimson40	2.75	22.50
Eureka. White50	3.30	27.50
Hungaria. Deep rose50	3.35	28.00
King Humbert Red. Orange scarlet45	3.00	25.00
King Humbert Yellow. Golden yellow, spotted red45	3.00	25.00
Mme. Crozy. Vermilion scarlet40	2.75	22.50
Mrs. Alfred Conard Salmon pink55	3.60	30.00
Orange Bedder. Bright orange suffused with scarlet45	3.00	25.00
Richard Wallace. Light yellow40	2.75	22.50
Rosea Gigantea. Soft rose pink55	3.60	30.00
The President. Red45	3.00	25.00
Venus. Bright rose pink, cream border40	2.75	22.50
Wintzer's Colossal. Vivid scarlet40	2.65	22.00
Wyoming. Orange flowers with purple foliage40	2.75	22.50

BEGONIAS—Tuberous-rooted

For outdoor Summer planting in semi-shaded locations, this is a beautiful and easily grown subject and one that will provide "something different." It also makes an excellent pot plant. Free display card for counter sales.

Single. Separate colors: White, Red, Pink, Orange, Yellow.

1 to 1½ in.	\$1.00 per doz., \$6.50 per 100, \$55.00 per 1000
1½ to 2 in.	1.75 per doz., 12.50 per 100, 105.00 per 1000

Double. Separate colors: White, Red, Pink, Orange, Yellow.

1 to 1½ in.	\$1.00 per doz., \$7.00 per 100, \$60.00 per 1000
1½ to 2 in.	1.80 per doz., 13.00 per 100, 110.00 per 1000

6 OR MORE AT DOZEN RATE; 25 OR MORE AT 100 RATE; 250 OR MORE AT 1000 RATE

CALADIUM—Fancy Leaved

The large, brilliant colored leaves that these bulbs produce make an unequalled display for the Summer garden. As a pot plant for florists' use, there is no better Summer subject.

Named Varieties. A collection of 5 named kinds which includes all of the best forms and richest colorings.

Per 25 (5 of each)	\$ 4.25
Per 100 (20 of each)	15.00
Per 1000 (200 of each)	125.00

Mixed Colors. All colors represented in this mixture, including the Birch bark varieties.

Per doz.	\$ 1.75
Per 100	12.00
Per 1000	100.00

Caladium Esculentum (Elephant's Ears)

A splendid plant with tropical-like foliage for border groups, lawn specimens but most frequently used with Cannas and plants of similar nature for Summer flowering beds. The massive size and bright appearance of the leaves (which resemble an elephant's ear) are most striking, either when used alone or as a background for other flowering plants.

	Doz.	100	1000
5- 7 in.	\$0.50	\$2.75	\$22.00
7- 9 in.60	3.50	30.00
9-11 in.	1.00	6.00	55.00

CINNAMON VINES

A fine perennial climber with Ivylike leaves and sweet-scented flowers.

Per doz.	\$0.75
Per 100	5.00
Per 1000	40.00

BLEEDING HEART

DICENTRA

A beautiful garden plant of graceful habit, 2 to 3 feet high. The foliage is of a highly ornamental, fernlike appearance, over which hang the drooping spikes of pink, heart-shaped flowers. Blooms outdoors in May and June, and in the Fall can be lifted and potted for Winter and Spring bloom indoors. Be sure to include this in your order — always in popular demand.

Large Field Clumps

\$3.00 per doz. \$20.00 per 100 \$180.00 per 1000

Wrapped Divisions (See Page 14)

EUCHARIS AMAZONICA

A greenhouse bulbous plant of rare charm and beauty. Waxy-white Narcissus shaped flowers. Can be planted outdoors in the South.

Per doz.	\$ 2.50
Per 100	16.50
Per 1000	150.00

GLOXINIAS

For Summer pot plants, Gloxinias have no rivals. They require rather expert care to bloom properly, but are well worth the effort.

The bulbs are available in separate colors and mixed.

Per doz.	\$ 2.25
Per 100	15.00

YOU CAN DEDUCT 5% WHEN CASH ACCOMPANIES ORDER. SEE TERMS OF SALE PAGE 6.



Dicentra (Bleedingheart)

CALLAS

Doz. 100 1000

Elliottiana. Yellow.

2 to 2 1/2 in.	\$2.20	\$14.50	\$120.00
2 1/2 to 3 in.	2.70	18.00	150.00

Alba Maculata. A very fine summer garden variety. Creamish white flowers and beautiful spotted foliage. Florists should plant it for early summer calla flowers.

Mammoth size	\$1.60	\$12.00	\$100.00
First size	1.00	7.50	60.00



Gloxinia



Hyacinthus Candicans

GERMAN IRIS

An assortment of some of the finer new kinds.

Per doz.	\$ 0.50
Per 100	3.50
Per 1000	30.00

OXALIS

These bulbs make delightful border plants. They have Cloverlike foliage and are a mass of blooms all Summer.

Deppei	White
Lasiandra	Rosy pink
Shamrock	Deep pink
Per doz.	\$.20
Per 100	1.25
Per 1000	10.00



Montbretia

HYACINTHUS CANDICANS

These flowers resemble huge Hyacinths with stalks 3 and 4 feet high and with drooping, Hyacinthlike white bells. They make a long and good showing when planted in borders. Even the smaller sizes bloom profusely.

1 to 1½ in.	\$.35 per doz., \$2.50 per 100, \$20.00 per 1000
1½ to 2 in.	.65 per doz., 4.00 per 100, 35.00 per 1000
2 to 3 in.	.85 per doz., 6.00 per 100, 50.00 per 1000
3 in. and up	1.25 per doz., 6.50 per 100, 75.00 per 1000

ISMENE CALATHINA

This bulb makes an Amaryllis-like growth and produces in early Summer a white, trumpet-shaped flower resembling a large Daffodil. Sweet-scented. Very attractive and unusual.

Per doz.	\$ 1.25
Per 100	9.00
Per 1000	75.00

JAPANESE IRIS

We are convinced that Japanese Iris offer one of the biggest dollar's worth of garden beauty in the whole floral list. They are easily handled and once established, provide a yearly wealth of beauty with little care or attention other than to keep other plants from crowding them out. They have large, overlapping petals in a wide range of colors and when in season, challenge every other flower in the garden.

	Doz.	100
Betty F. Holmes. An enormous new double white that often measures 1 ft. across. The finest of all whites.	\$3.60	\$25.00
Gold Bound. A creamy white variety with six petals.	1.50	10.00
Helene Van Siebold. Reddish pink with white stripes. Unusual color combination.	1.50	10.00
Mahogany. Velvety crimson purple. Six large round petals.	1.85	12.50
Mount Chester. Light blue with white stripes. Six petals.	1.50	10.00
Oriole. Deep red and very striking. Six petals.	1.85	12.50
Pyramid. Six large petals of royal purple centre and radiating lines of yellow.	1.50	10.00
Topaz. Pearl white with topaz shadings. Six petals.	1.50	10.00
Victor. Silvery white with splashes of ultramarine blue. Six petals.	1.85	12.50
Seedling Hybrids. Everyone is beautiful and no two are alike. In this mixture you stand a good opportunity of getting an unusual prize winning variety of great value. Exceptional value. 1000 \$50.00,	.85	6.00

MADEIRA VINE

Commonly known as climbing Mignonette. Makes a rapid annual growth and is a good subject for a ground cover or climbing vine.

Per doz.	\$ 0.50
Per 100	3.00
Per 1000	26.00

MONTBRETIAS

You will find that limited planting of these will give you something unusual in a graceful Summer cut flower.

	Doz.	100	1000
Aurantiaca. Orange yellow	\$0.60	\$3.60	\$30.00
Fire King. Red	.60	3.90	32.50
Germania. Red and yellow	.60	3.90	32.50
Golden West. Golden Yellow	.75	4.80	40.00
King Edmund. Fine large yellow	.90	5.10	42.50
Talisman. Dark scarlet	.75	4.20	35.00
Fine Mixture.	.50	3.00	25.00

TRITOMAS

Commonly known as "Flame Flowers" or "Red Hot Pokers" on account of their spike-like, brilliant colored flowers.

This is one of the showiest subjects for the Summer garden and produces a continuous profusion of flowers.

Pfitzeri. Flame red color. Flowers late August and September.	\$ 1.00
Per doz.	7.00
Per 100	65.00
Early Hybrids. These range in color from milk white to deepest orange.	\$ 1.25
Per doz.	8.00
Per 100	75.00
Per 1000	

SEE PAGE 14 FOR WRAPPED PACKAGES OF JAPANESE AND GERMAN IRIS

PEONIES

Plump 2-3 Eye Divisions

	Per Doz.	Per 100
Albatre. A fine white with nice form and substance	\$2.70	\$18.00
Albert Crousse. Tall, late, rosy white, flecked with crimson. Large, bomb shaped flower	2.70	18.00
Baroness Schroeder. Large, globular flowers. Flesh white turning to milky white.	3.50	22.50
Couronne d'Or. White with yellow tints. Center petals edged with carmine. Large flower. Good keeper. Late	2.70	18.00
Edulis Superba. Favorite light pink for commercial growers	2.70	18.00
Eugene Verdier. Hydrangea-pink with deeper center and crimson spots.	2.70	18.00
Felix Crousse. Rich red and the most popular one of this color.	3.50	22.50
Festiva Maxima. Pure white with crimson markings on center petals. The most popular white	2.70	18.00
Germaine Bigot. Lilac rose. Large, flat flower. Mid-season.	2.70	18.00
James Kelway. Tall, large flowers. Pure white with pink shadings and yellow base.	3.50	22.50
Karl Rosenfield. Very large, early red. Strong grower, tall and free flowering.	3.50	22.50
Mons. Jules Elie. Considered by many as the finest Peony of all. Beautiful glowing pink.	4.00	30.00
Queen Victoria. While the flower is smaller than most, it is one of the most profitable whites to grow because of its free flowering and long keeping qualities	2.70	18.00
Reine Hortense. Soft flesh pink with crimson splashes. Large and beautiful flat flower.	4.00	30.00
Sarah Bernhardt. Large, strong grower of apple-blossom-pink, each petal edged with silver.	3.50	22.50



Peony, Festiva Maxima

Wrapped Peonies in Separate Colors

Each individually wrapped with moss and water-proof paper, and large colored label on wrapper.

	Doz.	100	1000
Pink, Red and White. 2 to 3 eyes.	\$1.00	\$ 7.00	\$ 65.00
Pink, Red and White. 3 to 5 eyes.	1.75	12.00	115.00

RANUNCULUS

These bulbs must be handled as greenhouse subjects in the North but in the Southern and Western States they do splendidly outdoors. The strain that we offer shows a marked improvement over the older types and the flowers are larger, more double, and the most beautiful colors.

French Hybrids

A mixture containing all of the finest colors.	Doz.	100	1000
Jumbo Size	\$.60	\$ 4.00	\$ 35.00
Top Size40	3.00	25.00
1st Size30	2.00	16.00

Yellow Giant

A fine, large, clear yellow variety.	Doz.	100	1000
Jumbo Size	\$.60	\$ 4.00	\$ 35.00
Top Size40	3.00	25.00
1st Size30	2.00	16.00



TRIGRIDIA PAVONIA

TIGRIDIA PAVONIA

For brilliancy of color there are few floral subjects that can compare with Tigridias. The bulbs, which can be handled the same as Gladiolus, bloom in midsummer. Each stalk produces several flowers and this prolongs the display.

For something strikingly beautiful and unusual we suggest these Tigridias.

Per Doz. \$1.00; Per 100 \$7.50; Per 1000 \$60.00

TUBEROSES

Lovers of the old-fashioned gardens always like to include Tuberoses in their general collections and these bulbs therefore retain their old popularity from year to year. A deliciously fragrant flower and an exceptional favorite among Summer plants — grows 2-3 feet high, with waxy, white flowers in compact spike. Crop is short this year so order early.



TUBEROSES

6 OR MORE AT DOZEN RATE. 25 OR MORE AT 100 RATE. 250 OR MORE AT 1000 RATE

DWARF PEARL

	Doz.	100	1000
Double, 3-4	\$.25	\$ 1.50	\$ 12.00
Double, 4-650	3.00	25.00
Double, 6-8	1.00	7.00	60.00

MEXICAN

	Doz.	100	1000
Single	\$.50	\$ 3.00	\$ 25.00

Perennial and Other Wrapped Packages

FOR STORE SALES



All wrapped in moisture-proof paper with colored label and growing instructions.

This list of perennials and other Spring selling subjects comprises the most popular home garden plants. Each is wrapped in a distinctive colored, moisture-proof paper with sufficient moss to preserve the plants in a perfect condition over the usual selling period and a liberal sized colored reproduction is attached to each plant. Growing instructions are also given.

Aquilegia (Columbine). Fine strain of long-spurred hybrids. Very beautiful early Spring perennial.

Bleedingheart. Favorite perennial of the old-fashioned garden.

Chrysanthemums. These hardy Chrysanthemums are a very popular garden subject and one of the best sellers. We have them available in four distinct colors with separate labels for each color—Red, Pink, Yellow, and Bronze.

Coreopsis. This is one of the favorite hardy garden plants. Large, bright yellow flowers which bloom in great profusion most of the summer.

Campanulas (Canterbury-bells). A favorite flower of the old-fashioned garden. Large spikes of bell-shaped flowers produced on stems about 1 ft. high.

Delphinium (Larkspur). We have a very good stock of the finest English strains which range in color from the palest blue to the deepest purple with many pastel shades of mauve, pink, and lavender. A very popular garden subject.

Digitalis (Foxglove). Spikes are 2 and 3 ft. which bloom in June and July. Create a fine, old-fashioned garden effect.

Funkia variegata. The variegated foliage of yellow and green make this a very desirable edging plant. Bears spikes of tall blue flowers in Midsummer.

Funkia subcordata. Large green foliage with pure white, Lily-shaped fragrant flowers that bloom in August and September.

Gaillardia (Blanketflower). Lovely shades of orange, yellow and red that bloom all Summer and Fall and make this a very desirable plant for any garden.

Geum. Double flowers of fiery orange scarlet which bloom nearly all Summer. Very striking and something different.

Hibiscus. (Mallow Marvels). One of the showiest subjects for August flowering. Plants grow bushy and about 3 ft. in height and make an excellent background. Produce beautiful large flowers measuring 4 in. and 5 in. across in shades of white, red, and pink.

Hemerocallis (Daylilies). Rich yellow and orange flowers produced on tall stems in the early Summer. Height about 2 ft.

Hollyhock. Everyone knows what these are and for a tall background effect there is nothing more striking and beautiful.

Iris, Japanese. The finest of all the Iris family. Very large, flat flowers in a wide range of handsome colors. Bloom in June.

Iris, German. An assortment of the finest of the newer varieties of this popular garden subject.

Peonies. Peonies are a universal favorite that should be among the best sellers. We pack them in separate colors—pink, red, and white.

Phlox. These hardy Phlox are a beautiful addition to any hardy plant collection. The fine varieties that we offer have large flower heads on long stems and in a wide range of colors.

Physalis (Chinese Lantern). These produce bright orange scarlet lanternlike fruits which when cut last all Winter.

Pyrethrum (Painted Daisies). A mixture of double and single flower sorts in many shades of pink, rose, and white.

Rudbeckia, Golden Glow. This very popular hardy plant produces large masses of golden yellow double flowers shaped like miniature Dahlias. Grows 5 ft. and 6 ft. tall.

Sedum spectabilis. A pretty erect-growing variety of "Live-for-ever." About 18 in. tall, with broad, light green foliage and large heads of handsome rose-colored flowers.

Shasta Daisy. A fine, large white Daisy that shows up splendidly in every perennial border.

Spearmint. Always in demand for every kitchen garden.

Sweet-William. A fine mixture of the best English strains of this very popular hardy plant.

Tritoma (Red Hot Poker). One of the showiest of all perennials and should have a place in every garden.

Veronica. Beautiful spike of large blue flowers about 15 in. tall. Flowers late June and July.

All of the above: \$1.00 per doz., \$7.00 per 100, \$65.00 per 1000
(25 at 100 rate, 250 at 1000 rate)

A LIBERAL DISPLAY OF THESE COLORFUL PACKAGES MAKES AN ATTRACTIVE SALES APPEAL

Packaged BULBS and PLANTS for Store Trade

THE advantages of handling packaged bulbs and roots are obvious. The moisture-proof covering prevents evaporation and maintains these subjects in a live condition much longer than when they are exposed to dry store atmospheric conditions. Packaged items permit of a clean, orderly and attractive display and entirely eliminate the waste and culls prevalent with the handling of bulk merchandise. In addition, the wrappers provide an opportunity of giving descriptions and growing instructions which are so vital to the maintenance of satisfied customers.

GLADIOLUS IN CELLOPHANE BAGS

No Waste—No Culls—No Dirt

SELF SELLING

With Complete Growing Instructions on Each Bag
and the Flowers Shown in Natural Colors

Five Most Popular Varieties

PINK: Los Angeles RED: Virginia ROSE: Shaylor

YELLOW: Souvenir LAVENDER: Herada

Four Top Size Bulbs in Each Bag

These are packed 25 assorted packages in attractive display carton

Price per carton of 25 packages, \$1.65



Display Carton Containing 25 Packages
Assorted Gladiolus

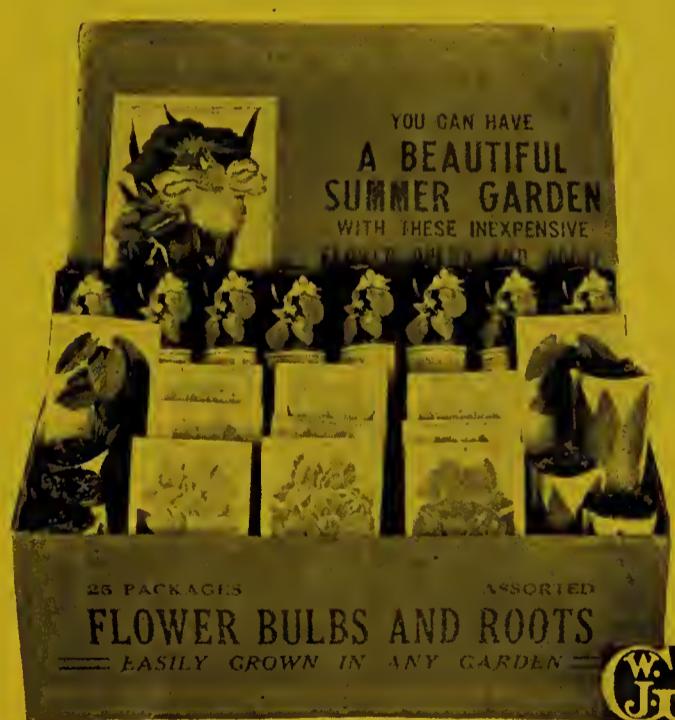
SPECIAL STORE ASSORTMENT

25 Packages Popular Home Garden Subjects

This assortment packed in the special display carton shown on the right, has been featured by us for the past three seasons, has proved a ready seller with our trade, and sales have increased enormously. Each item is packed either in moisture-proof paper or cellophane with a colored picture on each package and complete growing instructions. Here is what the assortment contains:

1 RED PEONY	1 CALADIUM
1 PINK PEONY	(Elephant's-ear)
3 JAPANESE HYBRID IRIS	2 COREOPSIS
2 GERMAN IRIS of new	2 HIBISCUS
coloring.	
3 TRITOMAS (Red Hot	
Pokers)	
2 FUNKIA VARIEGATA, fine	
colorful border plant.	
6 CANNAS, two of each color:	
Red, Pink, Yellow.	
2 TUBEROSES, Double White	
Pearl.	

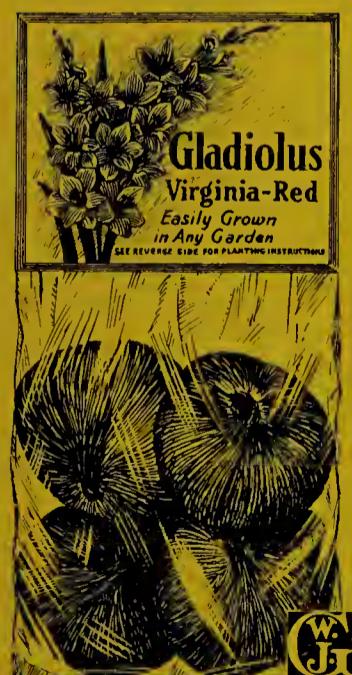
Price per carton of 25 pkgs. \$1.65



Display Carton Containing 25 Packages
Assorted Bulbs and Roots

We furnish attractive
COLORED
Display Cards
FREE
WITH ORDER
FOR BULK BULBS

Flowering Bulbs in themselves convey no impression in the customers' minds as to what they will produce and usually it is essential that the display of each variety be accompanied with an illustration showing exactly what the flower is like. This is very important in the sale of dry bulbs and roots over the counter. We have prepared a standard size 5 1/2 x 7 display card for most of the varieties as shown in this list. These cards not only show the flower in natural color, but give the name of each and provide space for pricing. These cards are sent free with each order.



Cellophane Bag of
Gladiolus

THESE DISPLAY CARTONS ARE ATTRACTIVE SELF SELLING UNITS

DAHLIAS in Packages

By actual test these packages increase Dahlia sales 300 to 400%

There is a live interest in Dahlias in every section of the country and our packages enable the retailer to cash in on it for they eliminate all of the grief that goes with the handling of bulk roots. In both the individual boxes and the collections we offer below, the roots are wrapped in moisture proof paper which preserves the full, original plumpness of the roots and also protects them from damage and breakage in handling.

INDIVIDUAL DAHLIA BOXES

One Large Root in Each Box

MRS. I. De Ver WARNER. JERSEY'S BEACON. Best Best lavender. red.

JERSEY'S BEAUTY. Best AVALON. Fine Yellow. pink. SAGAMORE. Orange.

Price per carton of 25 (5 of each kind) \$1.65

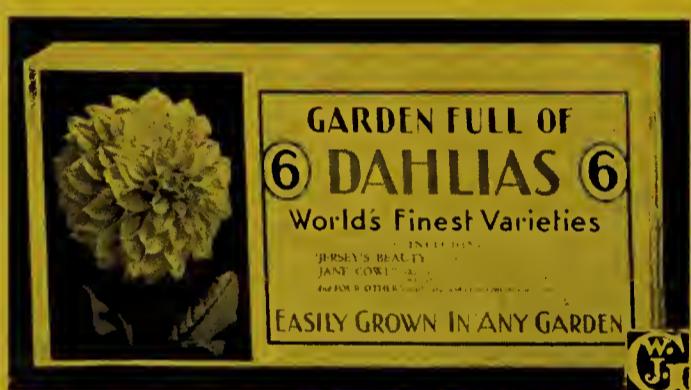


Carton of Packaged Dahlias

Attractively Boxed Dahlia Collections

The three Dahlia collections we offer below have proved to be extremely popular sellers and storekeepers all over the country, including many seedstores, have come to rely upon them for a great portion of their Dahlia turnover. Their attractive covers, printed in four color process, permit of sales promotional display and the roots, all individually labelled and wrapped in moisture-proof paper, retain all their vitality until planting time—which means satisfied customers.

Guaranteed!
We unqualifiedly guarantee these Dahlia collections and will replace any root that fails to give satisfaction.



"Garden Full of Dahlias"

One each of the following 6 fine kinds

JERSEY'S BEAUTY.

Pink.

JERSEY'S BEACON.

Red.

JANE COWL. Copper.

MRS. I. DeVer WARNER.

Lavender.

SAGAMORE. Orange.

CHEMAR'S EUREKA.

White.

Each root separately labeled. Packed in fancy display box, complete with growing instructions.

Per Pkg. \$.60; per Doz. \$6.00; per 100 \$42.00



"Super Collection"

This collection will contain 6 large exhibition varieties, of widely different colors, in the higher price brackets. The names of the varieties will be plainly marked on the outside of the packages and they will have a value of not less than 90 cents at our catalog prices. Here is an opportunity for a feature sale of some of the World's finest Dahlias at most reasonable prices. And remember we guarantee every root.

Per Pkg. \$.75; per Doz. \$8.00; per 100 \$60.00



"Pompon Collection"

Six choice pompon varieties, one each of six different colors. Same attractive package with group illustration of Pompon Dahlias in actual color.

A good demand exists for these beautiful miniature Dahlias and this collection will sell itself when displayed.

Per Pkg. \$.60; per Doz. \$6.00; per 100 \$42.00

YOU CAN DO BUSINESS WITH THESE DAHLIA PACKAGES — AND PLEASE YOUR CUSTOMERS